

## ABSTRACT OF THE DISCLOSURE

A new method of granting rewards to customers or to prospective customers, whereby the rewards are in the form of equity of the company granting them. This equity could be in the form of stock, warrants or stock options, bonds, convertible bonds.

Customers would be eligible to rewards upon purchasing goods or services from the business that grants the equity rewards.

Also, according to this invention, businesses would be willing to grant equity rewards to customers or prospective customers who interact with the business advertisement, whether online or offline. Another embodiment envisages the grant of equity rewards to customers or prospective customers who succeed in attaining self-imposed goals.

The equity rewards would be granted based on the customers or prospective customers' own word of honor, thus creating a reciprocate trusting bond between customers and businesses.